



WXPI Williamsport Community Radio
1307 Park Ave. Box #1
Williamsport, PA 17701
(570)-398-0318

Evaluation

Press

We wrote a feature story and a news release, however, the news release was the one that got published in a local newspaper. Longlist.org and allwilliamsportevents.com had the event information posted onto their web pages. Looking at the online websites that listed the event, we are able to have a general sense of the target demographics and who they reach out to. We created two PSAs.

For evaluation, we could have created more releases with information concerning the different participating restaurants. We also could have released them sooner, rather than just a week before the actual event. We should have sent the news release to more than just one local newspaper in Williamsport. This would have allowed for more coverage, and possibly a larger crowd.

Content Analysis

The PR team feels confident in the content that we provided. The PSAs were of satisfactory standards because the team had someone skilled in the area of recording and writing PSAs. The promotional video shot was also of high standard, as the team had a broadcasting student who was able to shoot and edit the clips and put them together so that they flowed in a natural sequence. The video was also viewed by outside experts who are knowledgeable in making films, and was believed to be of high quality. Subjects of the feature story looked at the work and approved.

Attendees-Numbers and Stature Numbers

The estimated attendance total was around 100. A total number of 83 people was documented, not including the PR team, the wing vendors, and attendees of the Pajama Factory who entered through alternative entrances to the venue. If holding this event again, a suggestion would be to clearly label the proper entrances, have someone to direct guests to the appropriate entrance, and make sure that there is no way to get in through back doors.



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Stature

A wide variety of different people attended the Wing War. There were couples there on date night, older couples, college students, families, and a good crowd of the people who WXPI targets, which are the underrepresented. This is not including families who are affiliated with the PR team. In the nature of evaluating the attendees, the campaign was successful because it reached multi-faceted audiences, as well as reached out to many ethnicities.

Fundraising and Donations

For our fundraising, instead of beginning our fundraising a week before the event, the PR Team realized that fundraising should have begun from the beginning of the planning stages of the event. A fundraising/donation plan should have been implemented stating everything that was needed and who all the PR Team could ask to get these things from. One area that the PR Team did well in the area of fundraising and donations is that the wings were asked for from restaurants at the beginning of the planning stages of the event. This was cemented a month prior to the event itself. Another donation that the PR Team was able to get was a \$25 dollar gift card from Wegmans grocery store. However, this was done last minute, and had a donation or fundraising plan been implemented from the beginning, the PR Team believes that many more donations would have come in. No individual fundraising did take place prior to the event because the event in itself was a fundraising event, so the hope was that the money would be made through the success of the "Wing War". Overall, \$445 dollars was raised at the event, so this will count for fundraising, and in this light, fundraising at the actual event was successful because it brought in much more money than expected and _____ was spent for the event.

Number of Hits

The YouTube promotion video that was posted received 128 views. Considering that almost 100 people attended the event, this means that almost everyone that watched the video attended the event minus a few. There have also been a few people that watched the video from outside the country so it goes into consideration that they would not be able to attend the event.



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Comments and Feedback

There was a lot of feedback for the Wing War. In the post-event surveys that the PR team had gotten back, there were a lot of positive comments. The highlights of what people enjoyed the most were the live music, people and community, and the wings. While there were suggestions on how to improve on the event, the comments and feedback were not given in a negative light, but in a constructive criticism manner. There were also numerous comments made to members of the PR team about how attendees of the Wing War felt that something like this event should be held more often, how it should be a yearly thing, etc. Overall, the PR team was very pleased with the comments and feedback that was received, whether it was in regards to the food, entertainment, or venue itself.

Quantity of Materials

A total of thirty poster-sized flyers were distributed throughout Williamsport. They were hung up in local restaurants, bars, and stores. No other flyers or brochures were distributed prior to the event. The flyers were successful in bringing roughly 100 guests to the "Wing War" event, but considering only thirty flyers brought 100 people to the event, had 30 or 60 more flyers been distributed to even more places, it would only make sense that the event turn out would have been even greater than 100. Had more flyers been distributed, they would have also served to accomplish the overall purpose of the campaign to increase awareness of WXPI Radio. This was a weak area that should have been improved for the pre-event campaign process. However, during the actual event, 150 fact sheets were printed and made available for all of the attendees. In an evaluative measure, this was very successful because it all helped to achieve the purpose of the event which is to increase awareness of WXPI. The PR Team made sure that every person at the event was offered a fact sheet. More could have been distributed throughout the town of Williamsport though, and not just at the event. This was an area of needed improvement.

Social Media Monitoring

The organization website still needs to be attended to and delete old events. The Facebook Fan page is updated often and began with 15 likes by fans before the event. After the Wing War, it now totals 146 fans. The Facebook Friend page began with roughly 1,200 friends and now totals 2,024. The Twitter page started out with 30 followers and now totals 100 followers. Facebook is updated roughly every two days and because Twitter is a microblog, it is updated frequently during the day.



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Post Event Survey

We are a group of Mansfield University Public Relations students. We are conducting a survey on behalf of the non-profit, community radio station 88.5 WXPI. The purpose of the survey is to evaluate this event. All information gathered from this survey will remain confidential.

1. Have you ever heard of WXPI before today?
☐ Yes ☐ No

2. How did you hear about this event?
☐ YouTube ☐ Newspaper ☐ Flyers
☐ Facebook Event Page ☐ Radio ☐ Word of Mouth
☐ Other _____

3. After attending this event, would you be interested in attending other events hosted by WXPI?
☐ Yes ☐ No

4. Do you think you will tune in to WXPI radio as a result of attending this event?
☐ Yes ☐ No

5. What did you like most about this event?

6. What do you think can be improved?

WXPI Community Radio

WXPI 88.5 Williamsport Community Radio is a volunteer based nonprofit radio station within the Williamsport area. WXPI broadcasts local news, music and public affairs while covering areas in Lycoming, Clinton, and Union Counties. For more information about WXPI Radio, please visit www.wxpiradio.org.



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Post Event Survey Analysis

This survey was created and handed out at the end of the Wing War. The PR team distributed surveys to attendees of the event. The purpose for the survey is to gain feedback from the public, how the event can be improved for future years, and what attendees did and did not like.

1. Have you ever heard of WXPI before?

- ☐ Yes-18
- ☐ No-19

This question was asked to see if guests in attendance had come just to support WXPI, or if they came for the wings.

2. How did you hear about this event?

- ☐ Youtube-2
- ☐ Radio-2
- ☐ Newspaper-3
- ☐ Other-daughter's school project, saw truck in parking lot
- ☐ Flyers-4
- ☐ Facebook Event Page-11
- ☐ Word of Mouth-25

This question was asked so that the PR team could gather feedback on how the attendees found out about the event. There were many forms of advertising, such as a news release in the local paper, an event page on Facebook, and posters hung up in establishments around town. The PR team wanted to know what turned out to be the most effective form of advertisement for the publics targeted. In the past, word of mouth has been the major way of communicating about certain events. We wanted to see if that remained true for the Wing War, or if other methods proved to be a success as well.

3. After attending this event, would you be interested in attending other events hosted by WXPI?

- ☐ Yes-35
- ☐ No-2

This question was asked to gain the overall feel of how the public viewed the event hosted by WXPI, and if it met satisfactory standards.

4. Do you think you will tune in to WXPI radio as a result of attending this event?

- ☐ Yes-22
- ☐ No-12
- ☐ Maybe-2



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This question was asked to see if the attendees at the event would be more likely to listen to the station after finding out what the station does, and seeing a list of the programs offered.

5. What did you like most about this event?

Celery sticks-1	Atmosphere/friendly people-12
Acme Barbecue-2	Wings-26
Music-8	

This question was asked to find out what the attendees enjoyed, and to generate a list of things that were successful, and to keep for future events.

6. What do you think can be improved?

Better directions to venue-1	Beer-1
Hold event on First Friday-1	Better advertising-2
Better environment-1	More wing places-2
More events for WXPI-1	Better supply of wings-3
Bigger wings-1	Tables/seating-13
Ballroom/Swing dancing-1	Change nothing-9
Christmas/Colored lights-1	

This question was asked to gain a better understanding of what the attendees did not like, or felt could be improved on. This feedback is helpful when planning future events, and provides a list of things to consider and keep in mind for future use.

Costs

When it comes to cost, the PR team was originally not given any budget to work with. Everything was worked out of pocket. Everything that was paid for was food, drinks, printing, napkins, utensils, table cloths, gas and ice. The total spending of everything was roughly \$348, used by seven people for this event. The total amount donated to our event was between \$600-\$1000, with a gift card and the wings donated by the participating restaurants. The PR team was reimbursed for their spending at the end of the event.

Recommendations that the PR team would make when it comes to cost would be to make a list of what needs to be bought in advance. Although the PR team did obtain enough of the items needed, it would have been much more organized and less stressful if a list of things needed was created well in advance to the date of the event. This would give the PR team a better idea of how much they are spending, where to get the best deals on items, be more focused, and less stressed on the event day.



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Evaluation of Team

As with any group the PR team consisted of varying types of personalities. With different types of people and communication styles, conflict is hard to avoid. The conflicts were kept to a minimum however and were always handled immediately and effectively. There were no preliminary steps for the team before jumping into the campaign. With preliminary steps, it allows members to really get to know the others and feel comfortable. If this campaign were to be done again, the team may benefit from taking the time to add those preliminary steps to avoid future conflict.

Though the campaign was a success, communication and cohesion throughout the team could have been stronger. Many times members did not have all the information that was needed while others did. A few times, people did not know what was going on which caused confusion.

One of the biggest flaws that the team possessed was the inability to follow the team contract. Following the team contract would have solved all the problems previously mentioned. Once the contract was made, it was put aside and rarely mentioned. It would have helped the team fulfill deadlines, avoid some conflict, and prevent miscommunication.

No team is going to be perfect. They all have some flaws. This PR team is no different. The job that was given to the team was accomplished and the campaign and event was a success. There were a few hitches and holdups along the way based upon how the team operated, but overall it was an effective PR that accomplished their goals.